Modeurop President Karim Choukair and trend expert Martin Wuttke explain in an interview how they experience the Corona crisis. This article is a translated version of the interview published in the German magazine Schuhkurier. https://www.schuhkurier.de/2020/modeurop-bietet-kostenloses-trendupdate-fuer-die-branche-67469.html

Modeurop offers free trend updates for the industry

(from left) Modeurop experts Uta Riechers-Wuttke, Karim Choukair, Martin Wuttke (Photo: Modeurop)
The spring/summer season 2021 will come - Corona or not. According to Modeurop, four trend themes will dominate the season:

**Sensitive**
All Together - or together we are strong, is the slogan on this topic. Plus a focus on nature. This produces deconstructed looks with a natural claim.

**Impulsive**
Positive impulses are not only defined by the colourfulness, but also by the playful use of quotations of different styles. These manifest themselves in new constellations fresh and unused. Jungle inspirations and ethno-bonds are digitally alienated.

**Constructive**
A new coolness with future potential. The looks come with a cool, minimalist utility attitude, some of them experimental.

**Intense**
Crossing borders and fashionable self-determination characterize the topic. The proportions are shifted and create looks between asymmetry and extreme oversized shapes. Tailoring aspects are also included.

**Interview: "Surprise and courage"**
How should retailers and manufacturers prepare for the coming seasons? Karim Choukair, President Modeurop and Martin Wuttke, Creative Director Modeurop, give an outlook.

schuhkurier: It's an almost surreal situation: the current season has almost come to a standstill due to the Corona pandemic. There is much concern in the industry. At the same time, Modeurop/DSI is already working on the trends for F/S 2021. How do you manage this balancing act?

Karim Choukair: It's a surreal situation to which we have almost become accustomed. A certain routine in the lockdown has already become part of all our lives. That's why it will take a certain amount of time until we know how to deal with the new freedoms resulting from the lockdown. Shopping with masks is a special challenge for many and at first shoes are not necessarily at the top of the shopping list. Fortunately, this will change in the next few weeks, I am sure, and we have to prepare ourselves for that.

The next ordering season F/S 2021 is just around the corner and many buyers do not know how to find out about new trends, colours and fashion topics due to the special situation. There will be no quick "store-checking" flights to Paris or Milan this year, and the knowledge gained from our own sales is certainly not sufficient as a basis for the next ordering season.

In times when it is extremely difficult to predict fashion trends, a sound expert analysis is more important than ever. Modeurop can fill a gap here and provide not only manufacturers but also buyers and retailers with the necessary information.

How do you feel about the current situation? More as a challenge or more as an opportunity?
**Karim Choukair:** It is both at the same time. Only if you face the challenges and act instead of just letting everything come to you can it also be an opportunity to break new ground and stand out from the competition.

How do you currently perceive the mood in trade and industry?
**Karim Choukair:** We are all happy that things are moving back in the right direction after the easing of the situation and that retailers are able to reopen their businesses. The smaller, owner-managed stores are meeting people's current needs for care and communication outside their own four walls with their personal advice and direct approach to customers. As a result, they can get into the sales flow much more quickly, and this is one example of how company size is not always an advantage. Nevertheless, it will take some time to get used to the new sales situation with "social distancing" and the obligation to wear masks. In industry, on the other hand, there is still a great deal of uncertainty. The supply chains are almost shut down, which makes production and further planning extremely difficult. Here, essential strategic and structural issues must be addressed in the expected deglobalization of the industry.

How can Modeurop help companies in the sector to look to the future with optimism despite Corona?
**Martin Wuttke:** Modeurop's trend range is specifically geared to the shoe and bag industry. Since we
work with important creative manufacturers and cooperate with an international team of trend experts, the analyses and definition of key products are a great help for retailers. Modeurop's motto is: "We all make each other stronger". The colours, shapes and looks are matched to the fashion trends in outerwear and serve as recommendations for the product developers. The Colour Cards and trend themes also reflect the important cultural trends from art to new media, music and new store concepts.
The trends for F/S 2021 are very powerful. Besides warm natural tones, "loud" colours and strong contrasts dominate the picture.

**What role does this effect play in overcoming the crisis?**
**Martin Wuttke:** Natural tones and above all green and neutral colours stand for "deceleration" and "grounding" as an important trend. In addition to calming and conscious consumption, however, it is also about sensuality and joie de vivre. Fashion is always also an anti-movement. Consumers will be attracted to special, even extravagant and optimistic products, because they want to celebrate life again.

**How should a retailer proceed in order to prepare the new F/S 2021 season in the best possible way?**
**Martin Wuttke:** It will be a matter of focusing on trends and above all not ordering too much of the same. Surprise and courage should not be forgotten even in these times. Customers are looking for fresh products.

**Md Sadiq and CSIR / CLRI India have been partners of Modeurop for 50 seasons**

As part of the Modeurop Color Club Conference, MD Sadiq from the Indian Central Leather Research Institute was honored for 25 years of active partnership with Modeurop by DSI Managing Director Manfred Junkert. He thanked MD Sadiq for the long-term, trusting cooperation. The Indian leather industry supports Modeurop with know-how and the leather / colour proposals every season. At this year's meeting, too, over 500 leather samples came from India. Md Sadiq, leather and fashion specialist from Chennai, as **Modeurop ambassador**, is encouraging the use of the Modeurop color chart in the Indian shoe and leather goods industry. In Paris, the 54-year-old was awarded a trophy for his many years of commitment.

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Reported by: Michael Frantze / 12.04.2019